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ABSTRACT OF THE DISCLOSURE

3 A central server having a computer readable storage media for storing
4 multimedia material, such as motion pictures and television programming,
5 in digital format is connected to a communications network such as the
6 Internet. Exhibitors, such as theaters and television stations, can access the
7 central server, preview available programming, verify the ownership of
8 such material, review contract provisions for obtaining and paying for the
9 desired programming, and download the programming along with
10 marketing materials for the program or movie. The central server loads
11 material onto the storage media as it is received from producers and
12 owners of such material. In addition, central server retains data regarding
13 requests for material, such as titles requested, who requested such, and
14 where the requesters are located geographically. This information can be
15 used to help producers market their material more economically.

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